



Concurrency and Microsoft sponsor marketing automation best-practices Event

Part of Concurrency's ongoing series of educational seminars for business & technology leaders

BROOKFIELD, WI, January 24, 2012 – On Friday, January 27, Concurrency and Microsoft Corporation are teaming up to offer the Milwaukee business community insight into best-practice [Microsoft marketing automation](#) and web content management techniques. This educational event is part of Concurrency's ongoing series of hands-on sessions that highlight cutting-edge technology designed to boost business productivity.

Concurrency and Microsoft will demonstrate how to use Microsoft's Dynamics CRM 2011 capabilities to manage both sales and marketing across varied media. This new tool set revolutionizes how companies can measure—and, therefore, effectively manage—an inbound marketing strategy that connects brands to potential customers by offering targets valuable content, engaging with them in social media, and seeking over time to convert these potential customers into sales leads.

Presenters will also highlight integration of the low-cost but powerful third-party product ClickDimensions, for tracking online advertising. ClickDimensions can be tightly integrated with Dynamics CRM 2011 for single-source collection of data from all marketing media and channels into one centralized source of data for marketing and sales managers. Companies taking this integrated approach to sales and marketing find the lead qualification process is improved.

Said Concurrency CEO James Savage, “In this economy, companies can't simply get the job done—they have to get the job done intelligently. In the marketing discipline, that means having tightly integrated software tools to manage disparate aspects of the marketing process—rather than struggling with platforms for sales and marketing that don't talk to each other. Without that integration, companies often end up with expensive CRM systems that don't get used.”

As Microsoft's Midwest Region Partner of the Year, Concurrency has special expertise in cutting-edge tools for marketing automation including SharePoint For-Internet-Sites (FIS) and Microsoft Dynamics CRM 2011. In addition to also highlighting ClickDimensions, the educational program will cover approaches to search-engine optimization.

The program runs from 9:00 a.m. to 11:00 a.m. on Friday, January 27, 2012 and will be held at Microsoft's Waukesha facility. Local business and technology managers are invited to register for the event at [Microsoft marketing automation](#) event registration page.

The program is tailored for an audience of business and marketing executives, as well as systems architects and IT professionals.

About Concurrency

[Concurrency, Inc.](#), is an information technology solution company founded 1989. Its customers are among the most successful communication, construction, financial, insurance, professional services, logistics, and manufacturing companies in the Midwest. Concurrency is the Midwest's authority on the Microsoft platform. As a [Gold-Certified Partner](#), the company deploys solutions in [SharePoint & Collaboration](#), [Application Development](#), [Core Infrastructure](#), [Unified Communications](#), [CRM](#) and [Microsoft Online Services](#). For over twenty-two years Concurrency's consultants have helped companies in Milwaukee, Madison, and Chicago improve business efficiencies and worker productivity. Visit www.concurrency.com for more information.